

**Franklin County**  
Quit Line Data Summary  
October 1 - December 31, 2002

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 10</b>	<b>N = 3,753</b>
<b>Percent of Statewide Calls</b>	0.3%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	0.8%	100.0%

  

	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 10</b>	<b>N = 3,291</b>
Female	80.0%	61.0%
Male	20.0%	39.0%
<b>Race/Ethnicity</b>	<b>N = 9</b>	<b>N = 2,816</b>
People of Color	33.3%	13.9%
White	66.7%	86.1%
<b>Age</b>	<b>N = 10</b>	<b>N = 2,956</b>
Less than 18 years old	10.0%	2.7%
18 - 24 years old	20.0%	14.4%
25 - 34 years old	30.0%	21.8%
35 - 44 years old	30.0%	25.9%
45 years and older	10.0%	35.1%
<b>Education</b>	<b>N = 9</b>	<b>N = 2,860</b>
Did not graduate high school	22.2%	18.4%
High school graduate	33.3%	33.3%
Some college/vocational school	22.2%	34.9%
College graduate	22.2%	13.5%
<b>Caller Type</b>	<b>N = 10</b>	<b>N = 3,367</b>
General Information	0.0%	11.2%
Health care provider	0.0%	2.9%
Tobacco user	100.0%	85.9%
<b>Payer Type</b>	<b>N = 8</b>	<b>N = 2,129</b>
Insured	37.5%	41.5%
Uninsured	12.5%	24.9%
Medicaid	50.0%	33.5%
<b>Heard About</b>	<b>N = 7</b>	<b>N = 2,888</b>
Past caller	0.0%	18.5%
Employer/worksites	0.0%	0.8%
Health care provider	71.4%	21.8%
Television	28.6%	18.4%
Outdoor advertisement (billboard/bus/wall)	0.0%	7.2%
Targeted mailing	0.0%	0.9%
Great Start	0.0%	0.1%
Radio	0.0%	2.2%
Newspaper/Magazine	0.0%	2.2%
Brochure/Newsletter	0.0%	6.2%
Family or friend	0.0%	17.9%
Health Department	0.0%	2.9%
School	0.0%	0.9%